



FORTNIGHTLY BULLETIN

22 May 2018

BULLETIN 9

Dear Scholars

Welcome to the ninth Fortnightly ILFSN Bulletin.

COMING EVENTS/DATES

MONDAY 4 JUNE

ILFSN INVITATION

DIGITAL MARKETING PLAN 360 WORKSHOP with facilitator Geoff Kwitko

SPECIAL ONE-OFF OFFER - SEE BELOW

Held at: ILF, Level 1, 45 Greenhill Road, Wayville

Time: 12.30pm to 6.30pm (Includes lunch, afternoon tea and networking drinks)

This 4 hour workshop is for business owners **who want to gain a high level understanding of digital marketing so they can better lead and manage their marketing team**. The workshop includes a **concise and practical** explanation of every important aspect of digital marketing. What you can expect to gain from attending:

- The workshop is primarily aimed at business owners who are either supervising a marketing manager or an external marketing agency..... BUT it would still be very useful for the marketing managers themselves to come along too.
- The goal of the workshop is for every participant to walk out with a five page internet marketing plan, based on the template marketing plan I will provide them (with fill in the blanks / checkboxes). This internet marketing plan will outline topics such as “what marketing channels will we use” to “what social media networks will we use” to “how will we use videos to market our product”. This marketing plan can then be used as a prompt for further discussion / planning with their wider marketing team (which includes external marketing agencies). In addition to being a structured action checklist for future marketing activities, the internet marketing plan will

provide an objective audit of strengths/weaknesses of their current marketing mix.

- In order to help audience members to make informed decisions on their internet marketing plans, Geoff will provide an introductory explanation of the technology/marketing theory as well as business strategy behind it. This will leave the audience with a much better understanding of questions like “why is social media important” and “why is blogging still relevant and important”.
- Geoff will also cover tips on how to manage / lead marketing teams (with an emphasis on how to create high performance relationships with external marketing agencies)
- Below are the topics that Geoff will teach, and the topics that will be documented in the marketing plan that the audience will create.

You will immediately apply your new knowledge by quickly creating a five page internet marketing plan, based on easy to use questionnaires and checklists. This workshop will cover the following topics

1. **Start a digital relationship**
 - a. Social Media
 - b. Blogging
 - c. Video Marketing
2. **Attract website traffic**
 - a. Search Engine Optimisation
 - b. Online Advertising
3. **Capture leads**
 - a. Copywriting
 - b. Web Page Design
 - c. Content Marketing
 - d. Competitions
4. **Nurture leads**
 - a. Webinars
 - b. Email marketing
5. **Convert sales**
 - a. Sales Automation
 - b. CRM systems
6. **Reactivate sales**
 - a. Customer Retention Strategies
 - b. CRM Systems
7. **Strategic Review**
 - a. Internet Marketing Plans
 - b. Funnels / Data / Metrics / Goals

SPECIAL ONE-OFF OFFER If you attend you may bring one digital marketing specialist from your business with you. The ILF Board approved this offer after

a special request was made by the Scholars Network Committee, in recognition of the rapidly evolving and highly technical nature of the subject.

Darren Turner, Deputy Chairman of the committee has written to say:

“I have reviewed the Digital Marketing seminar on Monday June 4th and discussed it here with our Marketing Manager who agrees it looks to be a very good course and presenter.

I would like to register for this event please. When I clicked through to the link provided it sold me on Geoff Kwitko”

Read about Geoff Kwitko:

<https://industryleaders.com.au/wp-content/uploads/2018/03/About-Geoff-Kwitko-Digital-Marketing.pdf>

Please RSVP to Suzi: suzi@industryleaders.com.au by Thursday 31 May 2018

MONDAY 24 SEPTEMBER

ILF GRANT AWARDS CEREMONY – 5.30 TO 7.30 PM

Save the date for the ILF “Premier event” of the year.

FRIDAY 19 OCTOBER

ILFSN TRAINING WORKSHOP – GOOD CULTURE IN BUSINESS – 12.30 TO 6.30 PM

Save the date for a highly requested topic workshop.

EXTERNAL PROGRAMS

Business SA are holding -

The Export Ready Program (for further info click onto the links below) has been developed especially for South Australian businesses who are:

- New to exporting
- Not yet exporting but seriously considering taking the next big step
- Already exporting but looking to increase and optimise your results

The 2018 program will encompass **6 workshops**, each focusing on a particular area of exporting. Participants will be provided with a range of practical tools and advice that you

can utilise specifically for your business.

As a value add, each participant will also receive ongoing **individual mentoring and coaching** from our experienced export adviser on areas specific to your business. You will also receive access to an online portal to Export Ready Program to access program related documents & templates and networking opportunities.

Program participants will complete the program with an **Export Business Plan**, including a **Marketing and Action Plan, a costing calculator, and a company profile document.**

The total cost for the six workshops is AUD \$1,600 (inclusive of GST). Currently, this price is heavily subsidised by the Department of State Development.

<https://industryleaders.com.au/wp-content/uploads/2018/05/Export-Ready-Program-outline.pdf>

<https://industryleaders.com.au/wp-content/uploads/2018/05/ERP-2018-Dates-group-2-and-group-3.pdf>

Thursday 14 June

Keynote Lunch – How to get the most of a Family Business Board

Join Family Business Australia (FBA) on 14 June as we discuss how to get the most of out a family business board with keynote speaker Anne Skipper. You may already have a board in place, or you may be thinking about establishing an independent board that includes external members as well as family, or you might still be in the fact-finding phase.

This event is relevant to all family businesses at whatever stage of growth your family business is in right now.

With over 25 years' experience as a board director, Anne Skipper will share an outsider's perspective from a position of deep board experience on:

- How to enhance the dynamics, strategic thinking and decision making of a family business board
- How to find, select and appoint skilled board members to add value to your bottom line and business strategy
- How to be a valuable contributor particularly if you are in the minority such as a member of the next generation, a non-family member, a female or a non-executive independent board member



Presenter:

Anne Skipper is a successful and experienced business woman with a diverse career as a nurse, public relations consultant, change agent, business owner, board director, mentor and public advocate for disadvantaged communities within Australia and overseas.

Anne has extensive experience as a board director and chair of government, not-for-profit and private sector boards in the areas of health, planning and development, tourism, education, disability and social services and financial services.

Anne is currently the Principle of Anne Skipper & Associates, a specialist organisation consulting in corporate governance, strategic planning and group dynamics for boards and advisory committees. Her principle aim is to create more effective boards and their decision making processes by improving the dynamics between board members and executive management.

Details:

Date: Thursday 14 June 2018

Time: Registration 11:30am, Lunch 12:00pm – 2:30pm

Location: Balcony Room, Hilton Adelaide, 233 Victoria Square, Adelaide

ILF/FBA Price: AU \$135 (inc. GST) (Special offer)

Registration Close Date: 8th June 2018

To register, please email Yvonne McLaren from FBA at ymclaren@fambiz.org.au

CC Suzi Douflias

SCHOLARS IN THE MEDIA *(Click on the link to read the article)*

Dematec (David Hart ILF 2014) evolution and growth recognised by Water Industry Alliance.

<https://industryleaders.com.au/wp-content/uploads/2018/05/30-Apr-Diversification-sets-engineering-company-up-to-take-advantage-of-water-industry.pdf>

REDARC Electronics (Anthony Kittel ILF 2010, Ben Marsh ILF 2013, and Jo Hugman ILF 2014) wins another big defence contract.

<https://industryleaders.com.au/wp-content/uploads/2018/05/REDARC-MARL-MML-180511.pdf>

Dematec (David Hart ILF 2014) recognised by Federal Minister for its high tech approach to boost competitiveness.

<https://industryleaders.com.au/wp-content/uploads/2018/05/Dematec-15-May.pdf>

Please send us your news for inclusion in the bulletin – copies of news, articles published in papers or magazines or MP3 recording of live interviews preferred.